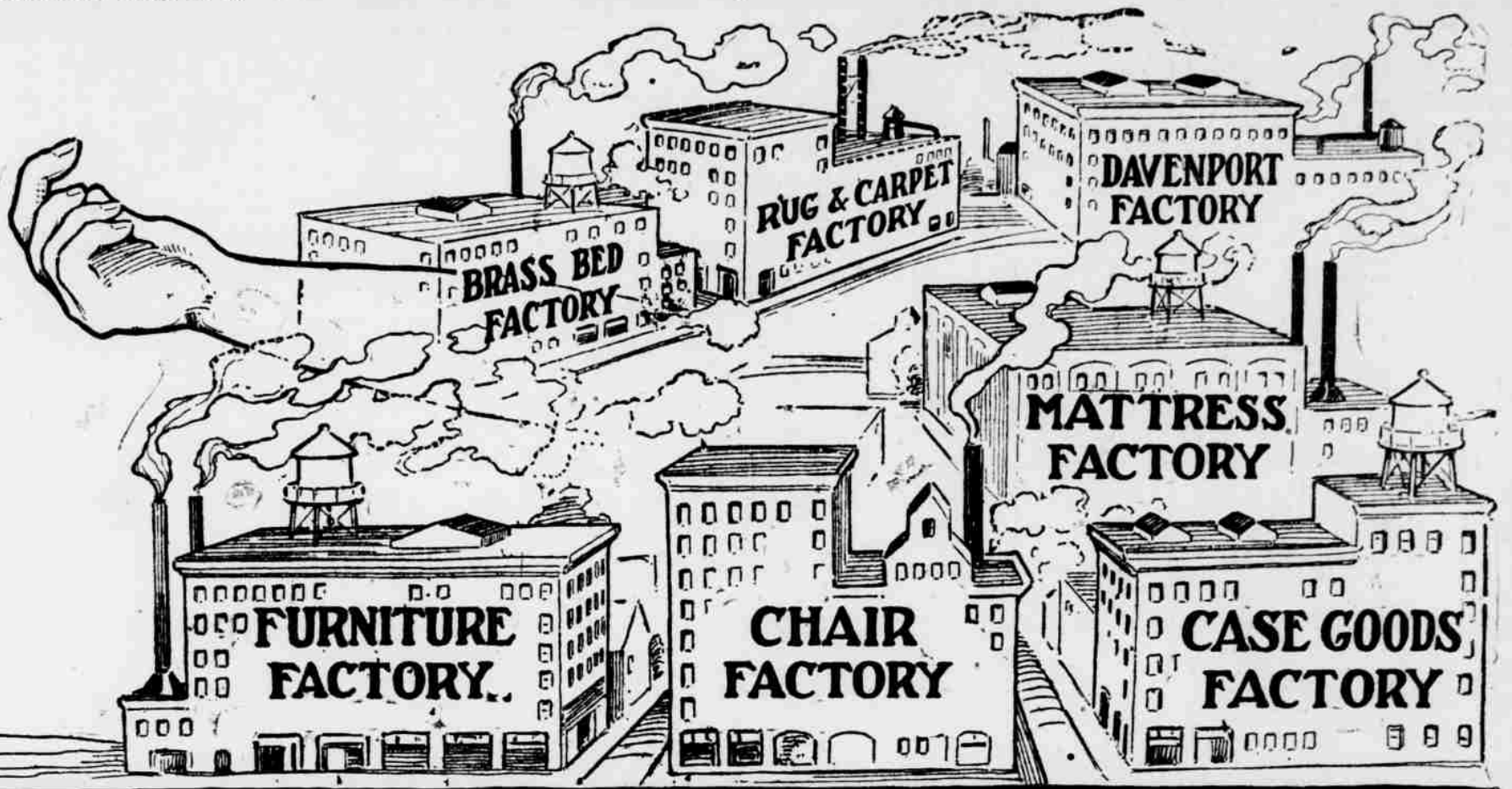


The Greatest Asset of This Store is the Good Will of Its Customers



## Buying Power Forces the Furniture Factories to Terms

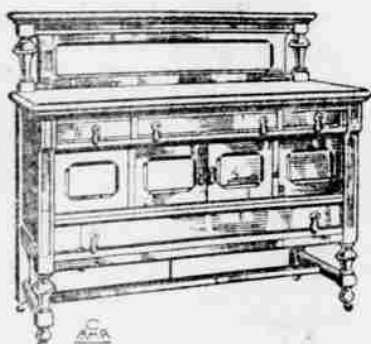
Each wants a share of our business. This is, of course, not to be wondered at, since they are dealing with the largest furniture organization in America. An organization having over forty stores in thirty of the largest cities in the country. Think what a million dollar purchase meant to those factories in making price concessions. By force of this, we are able to offer you, through our "Million Dollar March Sale," hundreds of pieces of brand

new standard furniture at prices more reasonable than you can possibly imagine. And we want you to know that our selling courtesy and service, in the way of personal attention, go with it. For anyone desiring, we will gladly arrange, without the least bother or red tape, convenient weekly, semi-monthly or monthly payments. This, notwithstanding, that our prices are less than those of the so-called "cash stores."

### THE LITTLE PRINCESS 4-ROOM OUTFIT

Is as complete an assembly of fine, modern furniture as the most fastidious "newly wed" could desire. The price—and it does not in the least indicate the quality—is \$185.00. The terms are \$20 cash and \$12 monthly.

### An Amazing Variety of Buffets

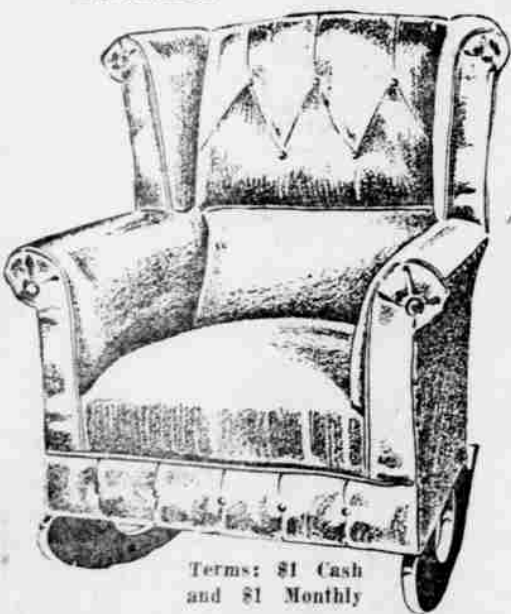


Our stock of buffets is now so immense that you can easily find just what you want. There are large buffets, neat, compact smaller ones in every desirable finish, and the prices are probably far less than you expected to pay. Three are mentioned below as typical values of the March Sale.

Beautiful William and Mary buffet, like cut, in rich fumed oak, finely constructed and finished. \$24.00.

Solid quarter-sawn oak colonial buffet, highly polished, which brings out the millions of beautiful natural flakes in the wood. Has large linen drawer and felt lined silver drawer. A great bargain at \$16.50.

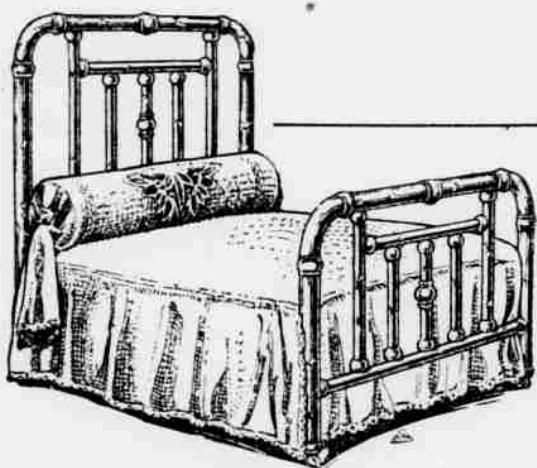
### Overstuffed \$8.75 Rocker



Terms: \$1 Cash and \$1 Monthly

It is upholstered with tough brown morocollene over long soft springs, assuring you of luxurious comfort for many, many years. The rocker is like cut except not tufted.

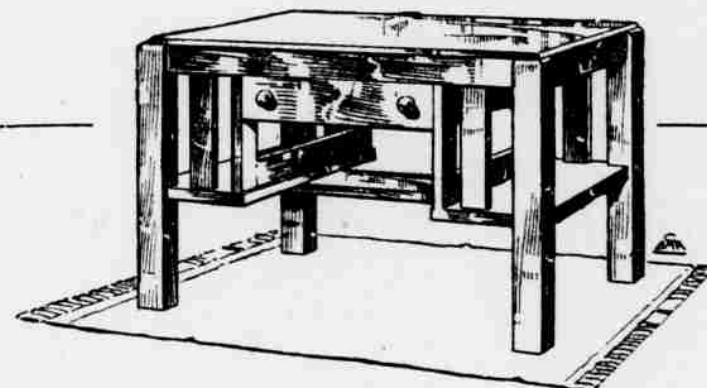
## The Effect of Buying Saturday Begins Our Power on Brass Beds Sale of Library Tables



About two days ago we received 140 fine brass beds including 21 different patterns—our share of a tremendous purchase made from an eastern manufacturer some weeks ago. They are the most beautiful pieces imaginable and have been thoroughly tested, so are positively guaranteed not to tarnish or discolor. The advantage of this purchase enables us to offer them, during the March Sale, at prices way below their actual worth. They are just what you want but the few we have will not last long, so come as early as possible. A dollar or two will deliver one to your home and the balance may be paid every week or month. Below are two extra specials.

Two-inch post Colonial Bed in satin or bright. \$6.75.

Beautiful massive brass Bed, like cut, with 2-inch continuous posts and 1 1/2-inch fillers. Guaranteed quality. \$16.50.



Everyone knows that a well designed library table is necessary to a well furnished living room. You need go no longer without one. We have dozens of beautiful styles—many just received—which we are featuring for the Million Dollar March Sale. The prices, as you will below perceive, are most attractive and you need pay but a dollar or so to have one delivered.

Massive table in mission style, like cut, with two handy book compartments. It measures 45x27 inches and the legs are proportionately heavy. It is constructed to last a life time and comes in golden quartered oak or nut brown fumed. \$11.50.

Colonial table in golden finish, very massive and beautiful. \$11.75.

Mission style table with 8 legs, solidly constructed and finished golden. \$7.75.

### See our "Little Gem 4-Room Outfit" at \$149.00

Terms: \$15.00 Cash and \$10.00 Monthly

Saturday Will Begin the March Sale of

## Dining Tables



Here you will find dozens of dining tables underpriced for the March Sale. We have never before been able to offer such values in good tables and probably will never be able to again. The styles are all new and as you probably know, or have heard, the quality must be proved before we would have them on our floors. Note these examples of the values.

William and Mary table, like cut, 45 inches across, in solid oak, golden or fumed. \$18.50.

Colonial style golden oak table beautifully polished and massive in appearance, 45 inches across. \$12.50.

Golden oak table, 42 inches wide, \$8.75.



### Beautiful Colonial Dresser

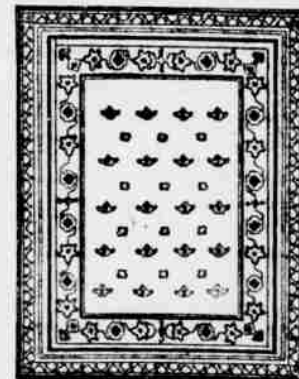
In mahogany or circusian walnut ..... \$24.00

In golden oak ..... \$17.50

The illustration certainly does not do justice to this beautiful piece. It can show merely the outline, but you must see the genuine grained mahogany or the rich walnut to fully appreciate this remarkable value.

### WILTON VELVET RUGS, 9x11,

\$14.75



These rugs come in a variety of neat patterns and the quality is far better than you would expect at this price. They were bought before the advance in rug prices.

### DIAMOND \$17.50 Kitchen Cabinet

Terms: \$1.00 Cash and \$1.00 Monthly



ONE PRICE - PLAIN FIGURES  
**FRANC'S**  
FURNITURE - CARPETS - STOVES

107-109 West Second Street

Davenport, Iowa

### Two Ways To Put It.

This is how Johnny wrote his composition in the public school class: "The cow is a good animal. She has

two horns and two eyes and gives milk, which is good to drink. She has four legs and eats grass and hay. Some of them are red, and they have long

tails." And this is how the teacher says he ought to have written it: "The female of the bovine genus is a

beneficent mammal. This ruminant quadruped is possessed of corneous protuberances, projecting from the occiput. Her vision is binocular, and

she yields an edible and nutritious lacteal exudation. She is quadrupedal and herbivorous, assimilating her food in both the succulent and exic-

ated states. Some of them chomat-ically correspond to the seventh color of the spectrum, and they are endowed with caudal appendages of exaggerat-

ed longitudinality."—Pittsburgh Press. All the news all the time—The Argus.